



**CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)**

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 07 December, 2005

By: Laurie A. Torres  
Laurie A. Torres

# 2611  
JRW

**Mail Stop Amendment**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of John Schlack**

Conf. No.: 7949 : Group Art Unit: 2611  
Appln. No.: 09/766,004 : Examiner: Demicco, Mark R.  
Filing Date: 19 January 2001 : Att'y. Docket No.: T721-21  
Title: System and Method for Delivering Statistically Scheduled Advertisements

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

12/14/2005 SDENB081 00000030 501535 09766004  
01 FC:1806 180.00 DA

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:

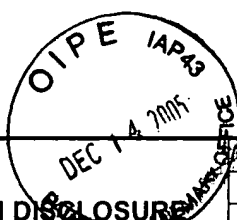
Application No. 09/766,004

- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

Andrew W. Spicer  
Andrew W. Spicer  
Reg. No. 57,420  
Technology, Patents and Licensing Inc.  
6206 Kellers Church Road  
Pipersville, PA 18947  
(215) 766-2100

Date: 12/7/05



Form PTO/SB/08A

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

**Complete if Known**

Sheet 1 of 2

<b>Application Number</b>	09/766,004
<b>Filing Date</b>	19 January 2001
<b>First Named Inventor</b>	John Schlack
<b>Group Art Unit</b>	2611
<b>Examiner Name</b>	Demicco, Mark R.
<b>Attorney Docket Number</b>	T721-21

**U.S. PATENT DOCUMENTS**

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	US4930011		Kiewit; David A.	05-1990
	US5029014		Lindstrom; James E.	07-1991
	US5099319		Esch; Arthur G.	03-1992
	US5271626		Llenas; Montserrat H.	12-1993
	US5410344		Graves; Gordon T.	04-1995
	US5424770		Schmelzer; Richard A.   Lambert; Trevor	06-1995
	US5661516		Carles; John B.	08-1997
	US5724091		Freeman; Michael J.	03-1998
	US5724521		Dedrick; Rick	03-1998
	US5752238		Dedrick; Rick	05-1998
	US5758328		Giovannoli; Joseph	05-1998
	US5801747		Bedard; Karen	09-1998
	US5801753		Eyer; Mark K.	09-1998
	US5805974		Hite; Kenneth C.	09-1998
	US5808694		Usui; Hirofumi	09-1998
	US5886731		Ebisawa; Kan	03-1999
	US5917830		Chen; David	06-1999
	US5926205		Krause; Edward A.	07-1999
	US5948061		Merriman; Dwight Allen	09-1999
	US5956088		Shen; Paul	09-1999
	US5966120		Arazi; Efraim	10-1999
	US5969715		Dougherty; Brian P.	10-1999
	US6002393		Hite; Kenneth C.	12-1999
	US6009409		Adler; Micah A.	12-1999
	US6020880		Naimpally; Saiprasad V.	02-2000
	US6026368		Brown; Yale Robert	02-2000
	US6038256		Linzer; Elliot N.	03-2000
	US6061097		Satterfield; Kevin D.	05-2000
	US6119098		Guyot; Patrice D.	09-2000
	US6144653		Persson; Bengt	11-2000

**FOREIGN PATENT DOCUMENTS**

Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T <sub>1</sub>
	Country Code	Number	Kind Code (if known)			
	CA	2264392		MIHARA	01-1999	
	WO	0054504		GOLDMAN	09-2000	
	WO	0147279		BARTON	06-2001	
	WO	9926415		BAR-EL	05-1999	

Examiner  
Signature

Date

Considered

12/7/2005

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

